

# German Shopper Deep Dive

## The New E-Commerce Calendar

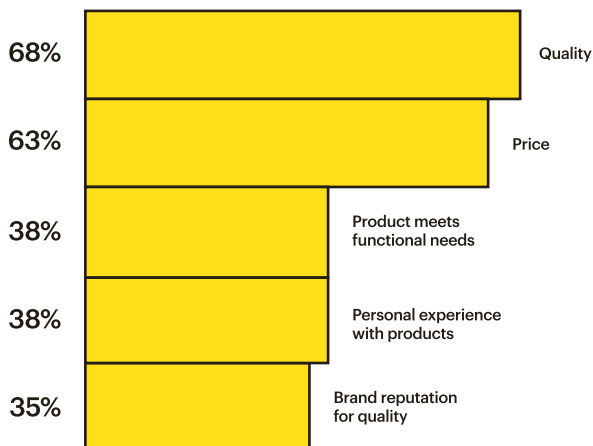


When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

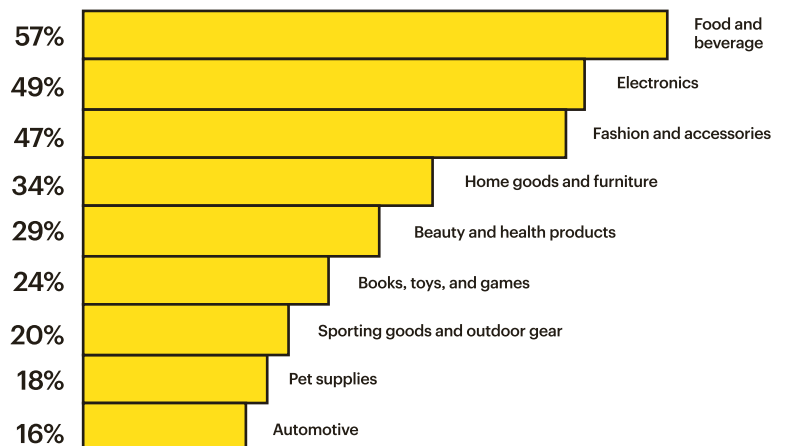
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



### Top 5 most important factors for German shoppers when making purchases



### Categories German shoppers spent the most money on in the past 2 years



### German shopper attitudes and behaviors

**42%** ⬆️ of German shoppers believe discounts offered during Sales Moments are exaggerated.

⬇️ Global: 51%

**43%** ⬆️ of German shoppers were influenced by deals when making a purchase during Sales Moments.

⬇️ Global: 47%

**35%** ⬆️ of German shoppers worry about missing out on good deals during Sales Moments, the second lowest across all 9 regions surveyed.

⬇️ Global: 43%

**23%** ⬇️ of German shoppers say the season or time of year influenced them to make a purchase during Sales Moments in the last 2 years, the lowest across all 9 regions surveyed.

⬆️ Global: 29%

**49%** ⬆️ of German shoppers set a strict budget during Sales Moments and rarely deviate from it.

⬇️ Global: 45%

**64%** ⬆️ of German shoppers made purchases during Easter in the last 2 years, the highest across all 9 regions surveyed.

⬇️ Global: 51%

### Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Canada, Italy, Scandinavia, Spain, the UK, and the US.



Get the market-specific insights →

# German Shopping Moments per Month

## Ranked by Spending Propensity



January	
Winter Sales	49%
New Year's Day	34%
Epiphany	6%
February	
Valentine's Day	54%
Carnival	21%
Lunar New Year	3%
March	
International Women's Day	18%
St. Patrick's Day	7%
April	
Easter	64%
Wayfair Way Days	7%
Eid al-Fitr	6%
Earth Day	3%
May	
Mother's Day	57%
Father's Day	37%
Labour Day/International Workers' Day	10%
May Day	5%
Eurovision Song Contest	2%
June	
Summer Sales	54%
Pride Month	5%



July	
Amazon Prime Day	64%
Summer Break	15%
August	
Back-to-School Shopping	26%
September	
Oktoberfest	21%
Rosh Hashanah	1%
October	
Halloween	37%
Diwali	1%
November	
Black Friday	77%
Singles' Day	13%
Movember	3%
December	
Christmas Day	75%
Christmas Eve	61%
New Year's Eve	48%
Saint Nicholas Day	47%
Cyber Monday	38%
Advent Season	23%
Super Saturday	16%
Green Monday	5%
Hanukkah	1%
Kwanzaa	1%

